

(1)

To: Steplen / Don Fitzgerald  
From: Kurt Jurgensen

RE: Display Recommendations

\* PACK Displays that should be continued =

(1) temp. 20 pack shipper Display (524012)

why = ease of placement on cluttered counters

(2) temp 40 pack shipper Display (524723)

why = if need more capacity than above mentioned 20 pack, this one is the best!

\* No need for any temp. pack Display except for these (2).

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\* - Discontinue all Dump BINS!

why = Due to the UAST majority of RETAIL accts. that must constantly count their cigs, these Dumps just are not being utilized!

(continued)

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(2)

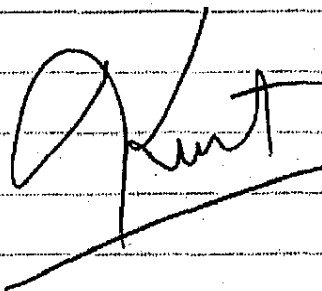
## CARTON Displays :

\* Keep the generic 90 CARTON Floor Display (524771)

— this Display is very versatile, and can be used for CARTONS / PACKS / premiums, etc...

\* Discontinue ALL other CARTON & COMBO - CARTON / PACK Displays!

I Hope this Helps  
y'all OUT!

 Kent

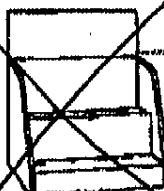
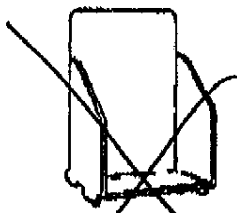
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910 741 4606

BFLD RJR  
RJR-SALES EXEC. \*\*\* 1610 BUFF. ROM 003  
002/002

# 199 / Temporary Displays

## PACKAGE DISPLAYS



### Temporary Pack Counter Display

#524741  
Capacity: 160 Packs  
14"(W) x 19"(H) x 10 1/2"(D)  
SKU: 1

### Temporary 18-Pack Shipper Display

#524012

## PACK DISPLAY FLOOR PEDESTAL

### Real Floor Product Display

#524030  
Capacity: 2 Promotional Counter Displays  
Position #1: 32"(W) x 36"(H) x 14 1/2"(D)  
SKU: 1